



While we knew that it was critical to transform our marketing function into a modern marketing engine, SiriusDecisions told us which levers we needed to pull and in which order then provided us with the frameworks, tools and advice needed to do the work.

Lisa Cole

Corporate VP, Marketing

\$255M

Sourced, influenced revenue



Challenge

Huron was at a **critical inflection point**. They were siloed, decentralized, fragmented, disparate and they had confusion around their market. They needed to change in order to generate repeatable and predictable demand, put forth a strong brand, optimize customer experience and have a unified voice.



Solution

Huron decided to do a reorganization. They leveraged the **SiriusDecisions 8 Cs of Effective Organizational Design** to build team structure, the **Brand Lifecycle Framework** to launch a master brand that evolved with acquisition, the **Digital Transformation Framework** to renew digital presence and strengthen database and the **ABM Framework** to launch ABM program.



Result

Huron's **team became fully integrated**, they moved from 20 sub-brands to **1 master brand**, gained access to **real-time customer insights**, and **reduced lead cycle** from days/weeks down to hours.